

REPORT BATIMATEC 2018

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INTRODUCTION:

The twenty-first edition of the International Exhibition of Building, Building Materials and Public Works "BATIMATEC 2018", was held from 22 to 26, April 2018, on the site of the exhibition center -SAFEX, under the patronage of the Minister of Housing, Urbanism and the City.

Co-organized by the Company BATIMATEC Expo Spa and the Algerian Fairs and Exportation Company SAFEX, this major economic and professional event and «Number One» in Algeria, Africa, is an important appointment for all stakeholders in sectors concerned by the exhibition theme, including industrialists, producers and designers of products, materials, processes and systems relevant to building, construction, public works, hydraulics , major groups and major companies, including integrators of global solutions for the building sector, the corporation of architects and urban planners, experts and technologists of services and trades dedicated to the sector, investors, project leaders, financiers , normative and support institutions, the academic community and the world of research and development.





DATA SHEET OF BATIMATEC 2018:

Event placed under the High Patronage of the Minister of Housing, Urbanism and the City.

- Denomination : 21st International Building, Building Materials and Public Works Exhibition, BATIMATEC 2018.

- **Exhibition dates** : April 22nd to 26th, 2018.
- **The duration of the event** : 05 days.
- **Location** : Exhibition center -SAFEX, Pins Maritimes, Algiers.
- **Organizers** : BATIMATEC Expo Spa and Algerian Fairs and Exportation Company SAFEX.
- **Number of registered exhibitors** : 1039.

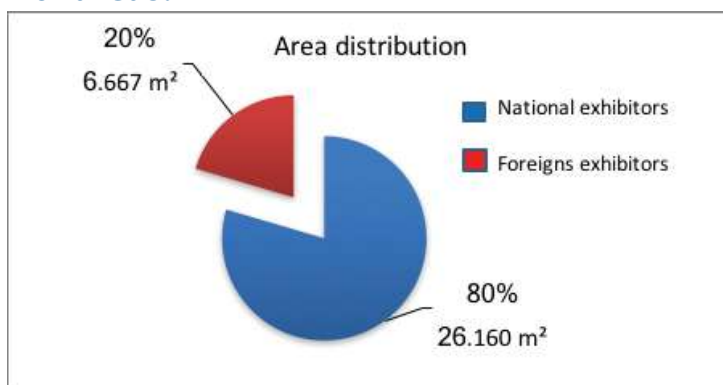
Number of national exhibitors : 627

Number of foreign exhibitors : 412

- **Number of participating countries** : 15
- **Exhibition area** : 32.827m²
- **Number of visitors** : estimated at 100,000.
- **Conferences days** : From 23 to 26 April 2018.
- **Meeting events** : 04 conferences days (23, 24, 25 and 26 April) with a rich program of conferences, workshops, demonstrations as well as the Festival of Earthen Architecture "Archi-earth". The technical days also saw the holding of the competition: The Golden Cart, the restitution and the great price Lafarge-Holcim Algeria as well as the holding of the second edition of the Sadok STITI Trophy "Innov Bat".

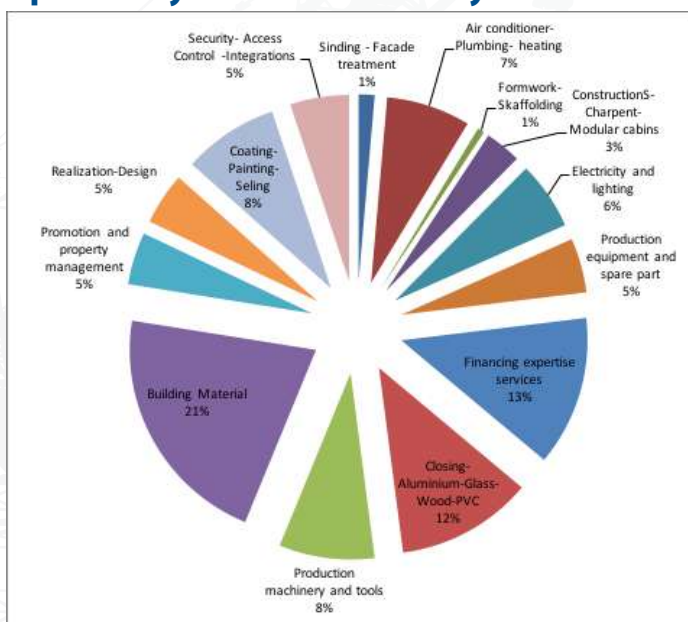
Analysis and statistics of the show :

Distribution of areas:



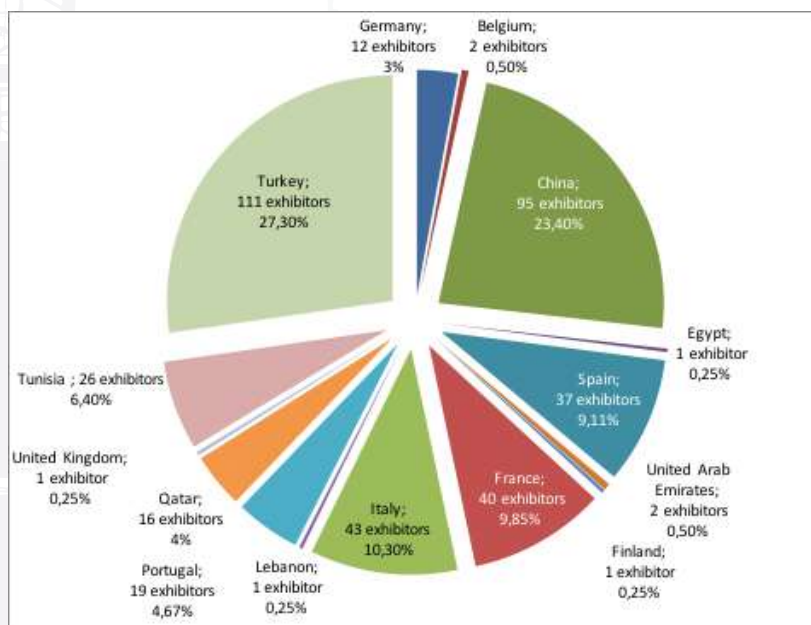
Graph N° 01: Distribution of areas BATIMATEC 2018

National participation by sectors of activity:



Graph N° 02: National participation by sectors of activity

Participation of foreign exhibitors at BATIMATEC 2018:



Graph N° 03: Number and rate of foreign participation



Activities related to BATIMATEC 2018:

For this twenty-first edition of the Salon BATIMATEC under the patronage of the Minister of Housing, Urbanism and the City, several related activities were organized :

Inauguration Ceremony :

- Mr. Abdelwahid TEMMAR, Minister of Housing, Urbanism and the City, proceeded to the official launch of the event. He was accompanied by several members of the government (Ministers of Culture, Trade, Public Works and Transport, Water Resources), Wali (Governor) of Algiers, Local Electors, Ambassadors of the participating countries and diplomatic representatives, the General Director of SAFEX, the CEO of BATIMATEC Expo Spa, senior officials and business leaders, as well as representatives of the Patronat. The ministerial delegation visited several stands of the Exhibition. A press briefing was organized at the end of the visit giving the opportunity to more than a hundred representatives of national media (print, radio and television channels, specialized magazines, electronic press and social networks ...) to collect the first impressions of the first person in charge of this sector.

Communication:

- The organizers of BATIMATEC 2018 produced a rich press kit for these journalists, including a press release setting out the objectives, the size and the content of the event as well as the detailed program of the events. Technical days, an interactive CD of the catalog of BATIMATEC 2018, a technical sheet of the Salon. During the five days of the Exhibition and the technical days, the Cell in charge of the communication of the Fair brought effective support to the representatives of the media in their investigation and information work.
- During the fair, several communication actions and other activities were recorded and this at the initiative of some participating companies and industrial groups, including the Industrial Cement Group of Algeria

(GICA) with a ceremony honoring the leaders of the company, the HASNAOUI Group of Companies which invited some titles of the national press to a guided tour, the Lafarge-Holcim Algeria Group which invited the journalists members of its press club to a session of presentation of a new product put on the construction market or the Archi-earth collective, which held workshops on the theme of earthen architecture throughout the Salon.

- Several industrial companies have also organized product demonstrations, short courses and internships on constructive products or systems, B to B for targeted clientele or information, extension and awareness visits.

- Many business contacts took place on the stands of companies with the key to prospecting new markets, new product placements, partnerships leading to the realization of industrial projects...

Technicals days :

The improvement of the conditions of participation of the partners who accompany the BATIMATEC show, whose evolution and success, remains the major concern of the organizers of this event. As a result, the technical days organized on this occasion focus on topical issues that directly concern the exhibiting sectors. This must imperatively contribute to maintaining the level of excellence of the show.

Day of April 23rd :

For this 21st edition, the program has privileged themes answering questions from professionals, such as: "Building Security and Risks: From the urban project to the construction" with three communications focused on "City and construction safety in the face of natural disasters", "technical control acts in new projects: From design to implementation (final acceptance)" and "Diagnosis-Expertise: Existing building". A panel of experts, university professors (EPAU, University of Algiers), presidents of normative institutions (CTC) and architects and planners animated the works throughout the event.





Day of April 24th: Reserved for contests and awards:

STITI SADOK contest «INNOV-BAT» :

The 2nd edition of the INNOV-BAT 2018 competition, dedicated to the innovation of products, systems and techniques in the field of construction, was a great success, it attracted and aroused the interest of professionals, paying tribute to the deceased Mr STITI Sadok, founder of BATIMATEC.

The National Competition of Young Architects "The Golden Cart" 2018:

The 7th edition, is organized and supervised by the Company "Urban Alternatives", a publisher specialized in the field of architecture and BTPH in Algeria and publisher in particular of the magazine "Vies de Villes" (cities lives) and the Prescriptor Guide. Initiated by the architect-urban planner Akli AMROUCHE surrounded by a scientific committee, this competition is open to students of the 4th and 5th year of the 19 schools of architecture across the national territory with a new theme on "The soft mobility: A journey on the crests of Algiers". Nine candidates were selected from a total of more than 100 participants for the competition following a presentation exercise just a few weeks before the event. At the end of the selections made for the 2018 edition, the selected projects were presented to a final jury that distinguished four laureates: two students and two young architects. This competition of young architects, organized in partnership with BATIMATEC Expo and SAFEX, remains an intense moment of creativity, inventiveness and fruitful exchanges.



Restitution of the great Student Architecture Competition organized by Lafarge-Holcim Algeria:

The theme of this 3rd edition, entitled "Reinventing the intermediate habitat", involved more than 200 student candidates. The results were proclaimed at the end of March 2018 by the organizers with the distinction of the first two prizes awarded to students of the EPAU Algiers and the third to a student of the Architecture Department of Algiers. This competition, organized under the patronage of the Minister of Housing, Urbanism and the City, is designed by Lafarge Holcim as a bridge with the academic network to promote the transfer of know-how and reward the talents of the new generation of Algerian architects and urban planners, underline the leaders of this event.

Day of April 25th:

The theme was «Potentialities for development of the Algerian land sector» led by researchers from the Algerian Cultural Heritage Center built in Capterre, experts, and heads of institutions and companies in the sector. During this day, held on the sidelines of the 6th edition of the International Cultural Festival for the Promotion of Earth Architectures (Festival Archi-Terre), the speakers endeavored to bring the latest information and knowledge related to the architecture of earth and to sensitize a wider audience to the preservation of the immovable cultural heritage and the promotion of the use of local materials.

Day of April 26th:

Focused on the digital transition in construction with mainly conference-debates focused on the BIM process for the optimization and rationalization of the building life cycle. The main themes of the debate, animated by specialists but also by professionals, revolved around the definition of the BIM process through practical examples, the digital model as a central object of the digital transformation, the contribution of the geomantic and the characterization of the built environment. .

* The conferences - debates were held in the Ali Maachi hall of the Safex and animated by Algerian and foreign specialists (Morocco, France, Austria, Switzerland, Portugal ...).



Press reporting:

The twenty-first International Exhibition of Building, Building Materials and Public Works BATIMATEC in its edition of 2018 has benefited from a wide media campaign.

The announcement of the event, through publications in the print media, newspapers, specialized magazines, advertising inserts, press releases, radio spots, files prepared by media partners or inserted in radio or television programs, the social media contest and the main sites of the national electronic media, have given a broad echo to the BATIMATEC 2018 since the announcement of the opening of registrations end of 2017.

The media coverage of the inaugural ceremony of BATIMATEC 2018 drew more than 100 journalists representing all the national media of all kinds and subsequently gave rise to regular coverage of the event, especially during the various cycles of the event technical days and meetings, organized during the show. A press center with the necessary amenities (documentation, workplace, PCs and wifi ...) was made available to journalists at the Central Pavilion.



CONCLUSION: :

Batimatec 2018 hosted more than 400 international exhibitors. This result is mainly due to the professionalism of our international partners, who have done a good job of representation in their respective countries.

For its part, the national participation was also up to the expectations of the organizers of the show. More than 600 national exhibitors responded, thus occupying 80% of the marketed space. In the opinion of the observers, the trend is towards the national production with quite remarkable rates of integration, especially in the sectors of activity such as the manufacture of paints, ceramics and brickworks, carpentry aluminum and Pvc and others ... also, the presence of more and more real estate developers and companies of study and realization of construction projects.

The visitors who attended the show were numerous and of quality, we even saw the presence of international visitors coming from the four corners of the world, either in individual or in delegation especially for the BATIMATEC.

Thus, in view of the space reserved for the BATIMATEC 2018 event by the various national media and taking into account the appreciation expressed by all the exhibitors, the show will have amply fulfilled its missions of showcase all the sectors of the construction industry.

We give appointment for the next edition



24 to 28 March

BATIMATEC
EXHIBITION CENTER, PINS MARITIMES - ALGIERS

2019

22nd

المالون الدولي الثاني، و المشبون للبناء و مواد البناء و الأشغال العمومية
**22nd International Building Exhibition,
Building Materials and Public Works**



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